



City of Rowlett

Special Worksession Minutes

City Council

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www.rowlett.com

City of Rowlett City Council meetings are available to all persons regardless of disability. If you require special assistance, please contact the City Secretary at 972-412-6109 or write PO Box 99, Rowlett, Texas, 75030-0099, at least 48 hours in advance of the meeting.

Friday, July 22, 2011	7:45 a.m. Friday	Annex Conference Room
Saturday, July 23, 2011	8:00 a.m. Saturday	– 4004 Main Street
Sunday, July 24, 2011	8:30 a.m. Sunday	

As authorized by Section 551.071 of the Texas Government Code, this meeting may be convened into closed Executive Session for the purpose of seeking confidential legal advice from the City Attorney on any agenda item herein.

The City of Rowlett reserves the right to reconvene, recess or realign the Regular Session or called Executive Session or order of business at any time prior to adjournment.

Present: Mayor-Elect Gottel, Councilmember Phillips, Councilmember Davis, Councilmember Pankratz, Councilmember-Elect Miller, Councilmember Kilgore and Councilmember Gallops

Friday, July 22, 2011

1. CALL TO ORDER

The Council and staff boarded the bus at 7:50 a.m. Staff on the bus were: City Manager Humble, Assistant City Manager Funderburk, Public Works Director Proce, Planning Manager Jones, Senior Planner Kurbansade and City Secretary Quinn. The tour began promptly.

2. WORKSESSION ITEM

2A. Tour of Various Developments in the Metroplex (by bus – to return to City Hall Annex Building by 5:00 p.m.)

Begin Boarding Bus at 7:50 a.m.

Depart Rowlett City Hall at 8:00 a.m.

1st Destination: Downtown Plano (No anticipated stop)

2nd Destination: Watter's Creek, Garden Park, Allen, TX (8:45 – 9:30 a.m.*)

3rd Destination: Lebanon Ridge Apts., 2355 Lebanon Road, Frisco, TX (10:00 – 10:45 a.m.*)

4th Destination: City of Frisco Municipal Center, 6101 Frisco Square Blvd., Frisco, TX (11:00 – 12:00 p.m.*)

5th Destination: Shops at Legacy, Bishop@ Legacy, Plano, TX (12:15 – 2:00 p.m.*)

6th Destination: West Village at Uptown, (Lemmon, Cole, Blackburn, McKinney), Dallas, TX (No anticipated stop)

7th Destination: Rowlett City Hall

****Tour times are estimates only and subject to change without notice***

Each Councilmember was presented with a detailed notebook of over 200 pages to compliment the bus tours and supply information for other areas of the retreat. Appropriate information about each site was included along with property tax values, event calendars, maps, apartment floor plans, government center information and other pertinent information was included.

At all the destinations, Council was asked to look at the various designated areas and think about what they liked, what they did not like, what appealed to their senses, look at the architecture, and make notes to do a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for Sunday's meeting.

The time schedule was followed with lots of discussion between Councilmembers and staff. Comments were made, questions were asked and answered at the different locations. Everyone was encouraged to walk around at the different stops and discuss the number of people that were milling about, if the flow was good for foot traffic, if trees made any differences, the closeness of the sidewalks to the streets, to the rail, etc. They were requested to make mental snapshots for further discussion.

3. ADJOURNMENT

Following arrival to Rowlett at approximately 4:05 p.m., the meeting adjourned and everyone was encouraged to be back on time the following morning.

Saturday, July 23, 2011

1. CALL TO ORDER

The tour began at approximately 8:15 a.m. with all of Council present; staff who were also attending were City Manager Humble, Assistant City Manager Funderburk, Public Works Director Proce, Planning Manager Jones, Senior Planner Kurbansade and City Secretary Quinn. Also joining the tour was Ann Ricker with Ricker Cunningham and Mark Bowers with HOK.

2. WORKSESSION ITEMS

2A. Tour of Rowlett and discuss Realize Rowlett 2020 plan components (by bus – to return to City Hall Annex Building by 1:30 p.m.).

The tours during the morning hours included the following: Waterfront Entertainment District, Pecan Grove Park, Downtown Rowlett (on both sides of the railroad) and the Northshore

District. Ms. Ricker and Mr. Bowers presented to Council information at each stop, which had been presented to the Rowlett 2020 Steering Committee meeting on the evening of Thursday, July 21, 2011.

2B. Discuss Team Building and Conflict Resolution

Following the tour, City Council along with City Manager Humble, Assistant City Manager Funderburk and City Secretary Quinn met in the Annex with Scott Airitam of Leadership Systems, LLC to discuss the assessments each person took and how those can assist in team building and conflict resolution.

Mr. Airitam led the discussions on interpretations of the assessments and how people are born with certain dispositions and the comfort range each of us has in situations. It also dictates at times, the manner in which we all have to expand and go beyond ourselves in order to have a voice and express our viewpoints appropriately. He gave us five styles of dealing with conflict:

- 1) **Competing (Win/Lose)** which on the scale of a high need to get my way creates a win but on the scale of the low need to help you get your way is a loss.
- 2) **Avoiding (Lose/Lose)** which on the scale of a low need to get my way creates a loss and on the scale of the low need to help you get your way is a loss.
- 3) **Compromising (Give/Give)** which on the scale of a low to high need to get my way creates a give and take and on the scale of the low to high need to help you get your way is also a give and take.
- 4) **Accommodating (Lose/Win)** which on the scale of a low need to get my way creates a loss but on the scale of the high need to help you get your way is a win.
- 5) **Collaborating (Win/Win)** which on the scale of a high need to get my way creates a win and on the scale of the high need to help you get your way is also a win.

Compromising and collaborating are the most positive ways of finding good solutions for strategically solving issues.

From the discussions, a Rules of Engagement format for Council to follow was created and states:

- Come to the table with an open mind – search for the best right answer
- Leave it at the dais
- Don't take it or make it personal
- Don't avoid contrary opinion because of dominant personality or strongly-made case
- On decisions, consider impact and implementation.

Councilmember Phillips left at approximately 4:30 p.m. for a prior commitment.

3. ADJOURNMENT

The meeting adjourned at approximately 6:15 p.m.

Sunday, July 24, 2011

1. CALL TO ORDER

The meeting began at 8:30 a.m. with all of Council present; staff who were also attending were City Manager Humble, Assistant City Manager Funderburk, and City Secretary Quinn.

2. WORKSESSION ITEMS

2A. Discuss Budget Philosophy for FY 2012 and 2013

A PowerPoint presentation of 59 slides was presented during the day with discussion from all of the Councilmembers. Budget philosophy to include the General Fund Revenue, sales taxes, declining property values and all other revenues were discussed. In addition, the reserve percentages along with a strategy for future years to bridge possible gaps were also visited. Sustainability issues, as well as continuing challenges which some of those challenges may be based on national politics were also discussed. The fact that salary increases have not been received since 2008 was also mentioned.

2B. Discuss Cash CIP, CIP, and Proposed Dates for Possible Future Bond Election

A history of the Capital Improvement Projects (CIP) and cash CIP funds were discussed. Fund accounting for CIP projects was discussed. Changes to the finance policy to institutionalize the method for dedicating specific amounts for CIP projects which is always dedicated money for streets and alleys was also talked about. Utility needs and any other projects Council wants to include can have dedicated CIP funds specific to the fund and can be established during the budget process.

Council discussed the possible need for a future bond election. It was clearly stated that citizens should be made aware of any potential changes to the tax rate to maintain services and/or changes because of a bond election before being asked to vote on bonds. Strong emphasis was placed on continuing to educate citizens over the next couple of years. Council discussed waiting until November of 2013 for a possible bond election.

2C. Discuss Workplan for FY 2012 and other major initiatives

Following lunch, the workplan for FY 2012 and other major initiatives were discussed. The workplan has been reduced from seven pages down to four pages. It was explained that the Executive Team better defined the roles that are specific to their department instead of assigning projects to "all" departments. Employee morale was discussed. The different

management styles and the positive changes that have occurred since the appointment of City Manager Humble were also discussed.

2D. Discuss Rowlett's Future Development Opportunities

The investment opportunities for developers and future partnerships were discussed. The Municipal Management Districts (MMD's): Pecan Grove, the Entertainment District and the Downtown District were discussed. The importance of beginning with Pecan Grove MMD to learn before establishing the other two was discussed. Council was reminded that the MMD board cannot have city staff appointed but must have a finance officer and attorney in order to comply with State Law. In addition, development of the North Shore District was also discussed.

The need to discuss the placement of a new Government Center in Pecan Grove or the Downtown District should occur following the efficiency study to determine the necessity for a new Government Center. Also discussed was the need for the City to budget for various studies in relationship to future development opportunities.

2E. Identify Strategic Components for FY 2012 and FY 2013

From the tours and the different discussions occurring on Friday and Saturday morning, Council was asked to prepare a list of Strengths, Weaknesses, Opportunities and Threats (SWOT). The following consensus listing occurred:

Strengths

- #1 – President George Bush Turnpike (PGBT) and Dallas Area Rapid Transit (DART) (Access; Open Rowlett)
- #2 – Lake (differential; Potential Park opportunities, Economic Development opportunities)
- #3 – City owned property (Downtown!!! Limited in Project Edge)
- #4 – Sense of community (Money Magazine ranking, permission to be, small town atmosphere)
- #5 – Key citizen support

Following discussion: Transparency was added

Weaknesses

- #1 – Poor Access to PGBT (service roads) – delays development of North Shore
 - Effects quality of Development
 - Effects opportunity on Signature Gateway
- #2 – Current Development Code – Not ready (Comp Plan and Form Based Codes)

#3 – Utility Infrastructure – (unknown under Lake Ray Hubbard)

- North Shore
- Contingent Expense

#4 – Large part of population accustomed to bedroom community (close mindedness to new styles of development)

- Resistance to change
- Anti-form based codes
- Anti-multi family/multi story

#5 – Inexperience with this type of development

Opportunities

#1 – Signature Gateway (and design competition)

#2 – MMD's and Economic Development Corporation (prospective) to control opportunity to rebrand Rowlett

#3 – Form based codes/code redesign

#4 – New Employment Centers

#5 – DART Rail – Transit Oriented Development (TOD)

Following discussion was a possible brand or type of brand: The Village of Rowlett

Threats

#1 – Economy

#2– Anti-govt/tax political (vocal minority) citizen backlash due to lack of understanding

#3 – The wrong developer

#4 – Reluctance to consider density

#5 – Surrounding communities with higher/better ability to finance economic development

Following discussion: Historical significance of City Hall and Chamber of Commerce

Next, was a discussion with regard to the next 24 months of what the Council views as necessary strategic components and created the following list:

- Review North Shore Zoning

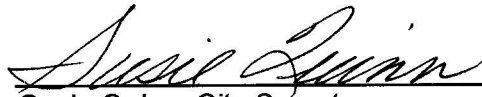
- Holding pattern vs. Saving for future development
- Phase II of Realize Rowlett 2020
 - Form based codes
 - Completion of Specific Area Plans
 - Zoning Update
 - Construction/Sustainable Development
- Branding
- Government Study
- MMD's
- Continuous Education Campaign

3. ADJOURNMENT

The meeting adjourned at 5:10 p.m.



Todd W. Gottel, Mayor



Susie Quinn, City Secretary

Date Approved: August 2, 2011